



COM6004

## **e-Commerce Systems**

### **Case Study Assignment**

**Date for Submission:** Please refer to the timetable on ilearn

**(The submission portal on ilearn will close at 14.00 UK time on the date of submission)**



## Assignment Brief

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As part of the formal assessment for the programme, you are required to submit an **e-Commerce Systems** assignment. Please refer to your Student Handbook for full details of the programme assessment scheme and general information on preparing and submitting assignments.

### Learning Outcomes:

After completing the module, you should be able to:

1. Evaluate the benefits of e-commerce in business or organisational contexts.
2. Investigate and analyse how various online media channels can be used to target e-Commerce customers as part of a marketing strategy.
3. Apply established e-commerce usability principles in proposing an e-Commerce solution that meets stated requirements.
4. Critically assess legal, security and technical issues in relation to a proposed e-Commerce solution.

### Graduate attributes

5. Communicate effectively both, verbally and in writing, using a range of media widely used in relevant professional context. Be IT, digitally and information literate.



## Guidance

Your assignment should include: a title page containing your student number, the module name, the submission deadline and the exact word count of your submitted document; the appendices if relevant; and a reference list in Arden University (AU) Harvard format. You should address all the elements of the assignment task listed below. Please note that tutors will use the assessment criteria set out below in assessing your work.

**You must not include your name** in your submission because Arden University operates anonymous marking, which means that markers should not be aware of the identity of the student. However, please do not forget to include your STU number.

**Maximum word count:** 4,000 words

Please refer to the full word count policy which can be found in the Student Policies section here: [Arden University | Regulatory Framework](#)

### Please note the following:

Students are required to indicate the exact word count on the title page of the assessment.

The word count includes everything in the main body of the assessment (including in text citations and references). The word count excludes **numerical data in tables, figures, diagrams, footnotes, reference list and appendices. ALL other printed words ARE included in the word count.**

*Please note that exceeding the word count by over 10% will result in a 10-percentage point deduction.*



## Assignment Task

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### Scenario

You are a technology entrepreneur who wants to set up an e-commerce website. The choice of products is up to you but they must be physical products i.e. items that are dispatched through the post. This means that your site **cannot offer virtual goods** such as digital music or downloadable games but you can sell these as **physical media** e.g. cd, games cartridges.

Propose an e-commerce implementation that discusses the following:

- The legal, security and technical issues that must be resolved in order for you to conduct e-commerce operations. What do you propose to implement and why?  
(1200 words)  
(30 marks)  
(LO4, LO5)
- The intended audience for your e-commerce products and how the e-commerce implementation intends to use various media channels and technologies to communicate with the intended audience and maintain an ongoing relationship.  
(800 words)  
(20 marks)  
(LO2, LO5)
- The benefits of adopting an e-commerce approach as opposed to a traditional 'bricks and mortar' store.  
(800 words)  
(20 marks)  
(LO1, LO5)
- In order to address usability issues around your eventual implementation, develop a paper prototype (a widely used method in the user-centered design process) of your proposed site i.e. create mockups of various parts of your site **on paper**. Include images of your mockups in your submission, explaining how the literature on usability has informed your designs. Test these designs using established usability testing methods and discuss changes you have made as a result of these tests.  
(1200 words)  
(30 marks)  
(LO3, LO5)



Your proposal must be underpinned by relevant literature, i.e. peer reviewed research that examines the issues and proposes actions underpinned by relevant and valid research. News articles, blogs, general websites etc are not considered peer reviewed. You should consider the currency of these sources i.e. how old are they and to what extent do they reflect current thinking and research?

**End of questions**

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## Formative Feedback

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You have the opportunity to submit parts of your work at designated stages of the module to receive formative feedback.

The feedback is designed to help you develop areas of your work and it helps you develop your skills as an independent learner.

If you are a distance learning student, you should submit your work, by email, to your tutor, no later than 2 weeks before the actual submission deadline. If you are a blended learning student, your tutor will give you a deadline for formative feedback and further details.

Formative feedback will not be given to work submitted after the above date or the date specified by your tutor - if a blended learning student.

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## Referencing Guidance

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You **MUST** underpin your analysis and evaluation of the key issues with appropriate and wide ranging academic research and ensure this is referenced using the AU Harvard system(s).

Follow this link to find the referencing guides for your subject: [Arden Library](#)



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## Submission Guidance

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**Assignments submitted late will not be accepted and will be marked as a 0% fail.**

Your assessment can be submitted as a single Word (MS Word) or PDF file, or, as multiple files.

If you chose to submit multiple files, you must name each document as the question/part you are answering along with your student number ie Q1 Section A STUXXXX. **If you wish to overwrite your submission or one of your submissions, you must ensure that your new submission is named exactly the same as the previous in order for the system to overwrite it.**

You must ensure that the submitted assignment is all your own work and that all sources used are correctly attributed. Penalties apply to assignments which show evidence of academic unfair practice. (See the Student Handbook which is available on the A-Z key information on iLearn.)



### Detailed marking criteria

Mark Bands	Discussion of legal, technical and security issues and proposed implementation.	The intended audience for your e-commerce products and how the e-commerce implementation intends to use various media channels and technologies to communicate with the intended audience and maintain an ongoing relationship	The benefits of adopting an e-commerce approach as opposed to a traditional 'bricks and mortar' store.	Mockups of the proposed implementation, explaining how the literature on usability has informed the designs. Discussion of results of usability testing.
	<b>30 marks</b>	<b>20 marks</b>	<b>20 marks</b>	<b>30 marks</b>
80%+	An exemplary examination of the legal, technical and security issues which demonstrates a level of criticality and original thought extends beyond the discussions presented in sessions. The use of literature demonstrates an outstanding understanding of relevance in the context of the discussion. The presentation is exemplary.	An exemplary examination of the intended audience and the use of media channels and associated technologies. There is a level of criticality and original thought that extends beyond that discussed in sessions. The discussion is underpinned by an outstanding use of relevant literature and the writer presents a compelling argument for the proposed approach which is articulated exceptionally clearly.	An exemplary comparison of e-commerce and bricks and mortar stores which demonstrates a level of criticality and original thought extends beyond the discussions presented in sessions. The use of literature demonstrates an outstanding understanding of relevance in the context of the discussion. An exemplary presentation.	An exemplary presentation of mockups that are justified using a highly relevant literature base and coupled with the discussion of usability testing demonstrates a level of criticality, synthesis and original thought that is at the level of professionalism shown by practitioners in the field.





70-79%	An excellent and wide ranging discussion of legal, technical and security aspects. You demonstrate an excellent level of critical analysis of relevant literature that informs your proposals and leads to original thinking as opposed to reproducing the literature. Excellent presentation which is free from errors.	An excellent examination of the intended audience and the use of media channels and associated technologies. A high level of criticality and original thought that underpins the writing. An excellent use of relevant literature. An excellent presentation which is free from errors.	An excellent comparison of e-commerce and bricks and mortar stores. You present an excellent critical analysis of relevant literature that informs your comparison. An excellent presentation which is free from errors.	An excellent presentation of mockups that are justified using a wide ranging and highly relevant literature base and, alongside the discussion of usability testing, demonstrates an excellent level of criticality, synthesis and original thought.
60-69%	A very good discussion of relevant legal, technical and security aspects with a high level of discussion of how they will be dealt with in the proposed implementation. There is a very good level of critical analysis but there is scope for more. A wide ranging use of relevant literature, though there are some minor issues. A very good presentation, which is clear and mostly free from errors.	A very good discussion of the intended audience and the use of media channels and associated technologies. There is a very good level of criticality and original thought though there is perhaps scope for more. The discussion is underpinned by a wide ranging knowledge base, though there are some issues and there is a very good presentation.	A very good comparison of e-commerce and bricks and mortar stores. There is a very good level use of relevant literature to inform your comparison, though there is scope for further depth. A very good presentation which is mostly free from errors.	A very good presentation of mockups that are justified using a wide ranging relevant literature base and, alongside the discussion of usability testing demonstrates a very good level of criticality and synthesis though there may be scope for further development.

50-59%	A satisfactory attempt to discuss legal, technical and security issues and some discussion of how the proposed implementation will deal with them. There are aspects that lack clarity, or could have been developed in more depth. A good use of relevant and valid literature appropriately referenced, with some scope for more depth and a good presentation though there are some issues that need to be addressed.	A satisfactory discussion of the intended audience and the use of media channels and associated technologies Whilst there is some evidence of criticality this could be presented in more depth and there are aspects that are descriptive. The discussion is underpinned by a range of relevant literature though there are issues with validity and relevance in some cases. A satisfactory presentation but there are issues in terms of errors and clarity.	A satisfactory comparison of e-commerce and bricks and mortar stores which highlights a number of relevant aspects. There is a good level use of relevant literature to inform your comparison, though not at the depth associated with higher bands. A satisfactory presentation with some issues.	A satisfactory presentation of mockups that are justified using a mostly relevant literature base though there are issues with relevance and validity. The discussion of usability testing demonstrates a satisfactory of criticality and synthesis though there are aspects that are under detailed.
40-49%	Some relevant issues are highlighted in terms of legal, technical and security aspects and there is some attempt to discuss how they will be dealt with but there is a lack of depth and relevance in a number of areas. Some inclusion of relevant sources with scope for more and a basic presentation which needs further development.	There is some discussion of the intended audience and the use of media channels and associated technologies but there is scope for much more. A limited evidence of criticality with the writing being mostly descriptive. The discussion is underpinned by some relevant literature but there are significant issues with validity and relevance. A basic presentation with a number of issues in terms and/or errors.	A basic comparison of e-commerce and bricks and mortar stores which highlights a number of relevant aspects but there are a number of omissions or errors. There is an attempt to use literature to inform your comparison, but there are a number of issues with relevance and validity. A basic presentation with a number of issues.	A basic presentation of mockups that are justified using a somewhat relevant literature base though there are a number of issues with relevance and validity and /or omissions. The discussion of usability testing demonstrates a basic level of criticality and synthesis with a tendency to be descriptive.
30-39%	There is some discussion of relevant legal, technical and security aspects and how they will be dealt with, but there are significant omissions or a significant lack of depth of content and discussion. There are significant issues with presentation of the document and a limited use of valid references.	There is some discussion of the intended audience and the use of media channels and associated technologies but there is scope for much more depth. A limited evidence of criticality with the writing being mostly descriptive. The discussion is underpinned by some relevant literature but there are significant issues with validity and relevance. A basic presentation with a number of issues in terms and/or errors.	A limited comparison of e-commerce and bricks and mortar stores which presents some relevant aspects but there are a large number of omissions or errors. There is a limited attempt to use literature to inform your comparison. A limited presentation with a significant number of issues.	A limited presentation of mockups that are not well justified, the literature base lacks relevance and validity. The discussion of usability testing shows limited criticality and understanding and there is little depth.



29% and below	There is insufficient content or absence of required content in terms of discussing legal, technical and security issues and how they will be dealt with. Poor presentation and no use of valid references.	A very limited or absent discussion of the intended audience and the use of media channels and associated technologies. There is no criticality evident. The discussion is not underpinned by relevant literature A poor presentation with a number of issues in terms and/or errors.	A very limited or absent comparison of e-commerce and bricks and mortars stores which shows little understanding. Relevant and valid sources are absent or their use is so limited that it undermines the credibility of the writing. A poor presentation that impacts significantly on clarity and readability.	Insufficient or flawed presentation of mockups and very little or no justification using relevant and valid literature. Absent or very limited discussion of usability testing.
Marks awarded				



### Assessment Criteria (Learning objectives covered - all)

<b>Level 6 study represents the student's increasing autonomy and independence in relation to their knowledge, understanding and skills. At Level 6, students are expected to demonstrate problem solving skills in both practical and theoretical contexts. This should be supported by an understanding of appropriate theory, creativity in expression and thought based on independent but informed judgements. Students should demonstrate the ability to seek out, invoke, analyse and evaluate competing theories and claims to knowledge and work in a critically constructive manner. Work at this level is articulate, coherent and skilled.</b>		
<b>Grade</b>	<b>Mark Bands</b>	<b>Generic Assessment Criteria</b>
<b>First (1)</b>	80%+	An outstanding knowledge base exploring and analysing the discipline, its theory and any associated ethical considerations. The work demonstrates outstanding independence of thought and originality. There is outstanding management of learning resources and a high degree of autonomy is demonstrated which goes above and beyond the brief. The work demonstrates intellectual originality and creativity. Writing is exceptionally well structured and accurately referenced throughout. Where appropriate, outstanding professional skills are demonstrated. The work is original and with some additional effort could be considered for internal publication.
	70-79%	An excellent information base within which the discipline is explored and analysed. There is considerable originality in the approach and the work demonstrates confidence and autonomy and extends to consider ethical issues. Learning resources have been managed with exceptional confidence and the work exceeds the assessment brief. Writing is exceptionally well structured and accurately referenced throughout. Where appropriate, an excellent level of professional skills are demonstrated and the work demonstrates a high level of intellectual and academic skills.
<b>Upper second (2:1)</b>	60-69%	A very good knowledge base which explores and analyses the discipline, its theory and any associated ethical issues. There is evidence of some originality and independence of thought. A very good range of learning resources underpin the work and there is clear evidence of self-directed research. The work demonstrates the ability to analyse the subject and apply theory with good academic and intellectual skills. Academic writing skills are very good, expression is accurate overall and the work is consistently referenced throughout.



<b>Lower second (2:2)</b>	50-59%	A good understanding of the discipline which supports some analysis, evaluation and problem-solving within the discipline. There may be reference to some of the ethical considerations. The work shows a sound level of competence in managing basic sources and materials. Academic writing skills are good and accurate overall and the work is planned and structured with some thought. Professional skills are good (where appropriate). The work may lack originality but academic and intellectual skills are moving into the critical domain. The work is referenced throughout.
<b>Third (3)</b>	40-49%	Satisfactory level of performance in which there are some omissions in the understanding of the subject, its underpinning theory and ethical considerations. There is little evidence of independent thought and the work shows a basic use of sources and materials. Academic and intellectual skills are limited. The work may lack structure overall. There are some difficulties in developing professional skills (where appropriate). There is an attempt to reference the work.
<b>Marginal Fail</b>	30-39%	A limited piece of work in which there are clear gaps in understanding the subject, its underpinning theory and ethical considerations. The work shows a limited use of sources and materials. Academic and intellectual skills are weak and there are errors in expression and the work may lack structure overall. There are difficulties in developing professional skills (where appropriate). The work lacks original thought and is largely imitative.
<b>Clear Fail</b>	29% and below	A poor performance in which there are substantial gaps in knowledge and understanding, underpinning theory and ethical considerations. The work shows little evidence in the use of appropriate sources and materials. Academic writing skills are very weak and there are numerous errors in expression. The work lacks structure overall. Professional skills (where appropriate) are not developed. The work is imitative.